

CLAIMS:

1. A system for operating with different types of media content, the system being arranged to enable a user to use a first content of a first type, characterized in that the system comprises:

- identifying means for identifying that the user concurrently uses a second content of a second type, said second content being unrelated with the first content, and
- associating means for associating said second content with the first content.

2. The system of claim 1, further comprising storage means arranged to store meta-data comprising information pertaining to said associated first and second content.

3. The system of claim 1, further comprising selection means arranged to select the content.

4. The system of claims 2 and 3, wherein said selection means are further arranged to identify the first content upon selection of the associated second content and/or to identify the second content upon selection of the associated first content, using said information stored in the meta-data.

5. The system of claim 4, wherein said selection means are further arranged to function as a recommender for recommending the associated first or second content upon a user-operable selection of one of said associated second and first content, respectively, using said selection means.

6. The system of claim 4, further comprising output means arranged to simultaneously output said associated first and second content.

7. The system of claim 2 and 3, wherein said selection means are further arranged to user-operably modify said meta-data.

8. The system of claim 1, wherein said identifying means is arranged to identify a user's usage of a third content of a second or other type, said usage being concurrent to said user's usage of the first content, and said third content being unrelated with the first content, and wherein said associating means is arranged to associate said third and first content, the
5 system further comprising rating means arranged to rate said association of the first content with the second content and/or with the third content.
9. The system of claim 1, comprising a plurality of devices, each device including output means arranged to output at least one type of the media content, and/or input
10 means arranged to obtain at least one type of the media content.
10. The system of any one of the preceding claims, wherein said first and second content correspond to video and audio content.
- 15 11. A method of operating with different types of media content, the method comprising a step of identifying a user's usage of a first content of a first type, characterized in that the method further comprises
- a step of identifying that the user concurrently uses a second content of a second type, said second content being unrelated with the first content, and
 - 20 - a step of associating said second content with the first content.
12. A computer program product enabling a programmable device, when executing said computer program product, to function as the system as defined in claim 1.